

SPECIAL MARKETING COMMITTEE MEETING MINUTES
THURSDAY, APRIL 16, 2015
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD

The April 16, 2015 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 7:35 A.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist, Tara Gokey and Drew Bickford.

Staff Members: Village Administrator Zeke Jackson, Marketing Director Jason Polecheck and Assistant Administrator Janal Suppanz.

Others: Ron Kane, James Larsen and Paige Funkhouser.

Comments, correspondence and concerns from the public:

Solomon asked if anyone wished to address a non-agenda item. No one responded. He then noted that no new correspondence had been received.

Approval of the Agenda:

A motion was made by Solomon, seconded by Enquist that the Agenda for the April 16, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Approval of Minutes as published:

Suppanz noted that the minutes for the April 3, 2015 meeting of the Marketing Committee have not been transcribed yet.

Business Items:

Item No. 1. Presentation on alternatives for charging for wristbands at public festivals and events where alcohol is consumed:

Gokey organizes "Taste of Broadway" in Green Bay, and tokens are required for all food and drinks sold at that event. That procedure has been adhered to for many years. When tokens are utilized no cash has to exchange hands, and it is much easier for everyone involved. Vendors have informed Gokey that they really like the token system because it is very easy for them to determine which of their product offerings sell best. They did try to charge for I.D. wrist bands at "Taste of Broadway", but that practice was not well received at all. As an alternative measure people were asked to provide one token for a wrist band, and no complaints were received. Vendors are allowed to sell tokens ahead of time, and whatever proceeds are realized as a result of "pre-sells" are deducted when tokens are redeemed for cash. The profits realized at "Taste of Broadway" were \$120,000. (Approximately \$60,000 of those proceeds consisted of sponsorship dollars. Typically banks are the largest contributors.) The token system allows festival organizers to charge food and beer vendors from outside the area more fees as the split of proceeds is increased. (Businesses inside the Broadway District are required to pay fees of 10% of their proceeds and vendors from outside the district pay fees of 50% of their proceeds, but those fees are negotiable. If, for example, a business books a band which performs outside their fees would be reduced, or, in some cases they may not have to pay anything.)

1 Larsen indicated that he is one of the three owners of Husby's and can see that the token
2 system would work at festivals and large events, but can also think of a number of
3 logistical issues which could arise for him and his employees, especially at Fall Fest. He
4 has no objections to wristbanding and realizes festival organizers need to make money to
5 offset expenses, but also believes income can be generated in a different way. Gokey
6 responded that business owners on Broadway Street were allowed to opt out of the token
7 system, but it has been her experience that their sales did increase whenever tokens were
8 utilized. Some business owners also chose to accept cash and credit cards as well as
9 tokens.

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11 *During discussion those present noted that if tokens are utilized at festivals and special*
12 *events it might not be necessary to charge for wristbands at all, and it was the consensus*
13 *that such a policy shall be implemented.*

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15 **Item No. 3. Discussion regarding the agreement between the SBAA and the Village and**
16 **consider a motion for action if necessary:**

17 A draft of the revised Operating Agreement between the SBAA and the Village was
18 included in the meeting packets and the Committee members jointly reviewed that
19 document. Discussion took place regarding the logistics associated with the provisions of
20 Section 3.6 - Coupons, and it was the consensus that Jackson shall contact the Village's
21 auditors regarding sales tax requirements and make any applicable amendments. He also
22 took note of all the grammatical revisions which were suggested.

23
24 Solomon and Jackson stressed that they believe the SBAA does an excellent job and also
25 believe the Operating Agreement will clarify a number of the questions which have
26 already arisen regarding their operations. In no way was this whole process intended to be
27 a way for the Village to "step on anyone's toes".

28
29 *A motion was made by Solomon, seconded by Enquist that the revised Operating*
30 *Agreement which was reviewed at this meeting shall be presented to the SBAA Board of*
31 *Directors as amended. Motion carried – All ayes.*

32
33 *At 9:35 A.M. Enquist indicated that she had another obligation and left the meeting.*
34

35 **Item No. 2. Discussion on alternatives presented in Item 1 and consider a motion for**
36 **action if necessary:**

37 *A motion was made by Bickford, seconded Gokey that color coded tokens shall be utilized*
38 *and be redeemable at all Village and SBAA sponsored festivals and events, but the use of*
39 *those tokens shall first be implemented at Sip & Savor. The Village will be responsible for*
40 *production of the tokens and soliciting any sponsors who are listed on them. Motion*
41 *carried – All ayes.*

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43 **Item No. 4. Report on the sponsorship plan for 2015 – commitments to date:**

44 To date Polecheck has solicited \$6,500 in sponsorships for festivals and special events.
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46
47
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49 **Item No. 5. Consider a motion to discuss matters to be placed on a future agenda or**

1 **referred to a committee, official or employee:**

2 There were no items to be placed on a future agenda or referrals to a committee, official or
3 employee.

4
5 **Adjournment:**

6 *A motion was made by Solomon, seconded by Bickford to adjourn the meeting of the*
7 *Marketing Committee at 10:05 A.M. Motion carried – All ayes.*

8
9 Respectfully submitted,

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11 Janal Suppanz,
12 Assistant Administrator
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